

Bachelors in Management (Tourism Management Concentration)

1. Program Description, Goals and Student Learning Outcomes

Program Description

ASUE Bachelor of Management with a concentration on Tourism Management program is designed to prepare students to pursue administrative and management work in the hospitality and tourism industries. The program combines courses in management and business with specialized courses in tourism management. This four-year Bachelor degree is designed to prepare graduates for management careers within the dynamic hospitality and tourism field. Learners develop a solid knowledge of business operations in tourism coupled with effective leadership and management skills. Internship organized during the program provides the context for learners to integrate theory and practice and apply their learning via a variety of business situations.

The curriculum is comprised of core and elective courses with a strong suggestion to take both Micro- and Macro-Economics as well as Business Statistics to further enhance job opportunities at a managerial level. Curriculum is designed to help students understand economics, budgetary analysis, fiscal management, and marketing theories and practices within domestic and global organizational settings. The program is intended to develop students' ethical leadership skills as well as communication, problem-solving, and critical-thinking abilities. Students have the opportunity to study topics related to personnel relations, including employment regulations, hiring practices, workforce development, change management, dispute resolution, and employee compensation.

Program Objectives

The program is organized to

- Provide knowledge and skills in the main functional areas of management and business.
- Develop comprehensive knowledge and deep understanding of the field of Tourism Management.
- Provide students with broad education in social sciences and mathematics.
- To enable students to develop the cultural sensitivity, ethical responsibility, and social consciousness.
- Prepare students for careers and advanced studies in a wide range of business disciplines.

Student Learning Outcomes

Students will

- **Demonstrate broad knowledge of fundamentals of Economics, Accounting, Finance, Marketing and Communications, Organizational Behavior and Management, Information Technology, and Quantitative Methods. the overall dynamics of organizations; skills in critical thinking; and competence in interpersonal, oral, written, quantitative and computer skills.**
- **Demonstrate broad knowledge and proficiency in the core functional and support areas of business.**
- **Demonstrate specific competence in a variety of operational aspects within the hospitality and tourism industry.**
- **Students will demonstrate effective written and oral communications skills, in various forms.**
- **Students will incorporate an understanding of ethical, social, and legal issues in reaching business-related decisions.**
- **Students will creatively and critically apply their knowledge and technological skills in identifying and solving business problems.**

Internship

An internship is work experience related to educational and/or career interests. It is a planned, structured, supervised, and University learning objective-based experience where you learn about a particular profession or industry and link that learning to your major field of business study.

Internship is organized during the last (8th) semester.

2. Career Options

Management positions in the tourism industry usually require a 4-year degree. Graduates are prepared for entry-level management jobs in fields such as:

- **Hotel and restaurant management ,**
- **Resort development ,**

- Resort/tour operations ,
- Hotel marketing ,
- Cruise sales and marketing.

The main objective of the program is to enable students to gain jobs such as:

- Travel Account Representative,
- Tour organizer,
- Local Tourism Officer,
- Airline Flight Attendant,
- Tour Escort in the public or private tourism sector,
- Events Coordinator/Manager

3. Program Prerequisites

Students seeking admission to ASUE Bachelor of Management with a Concentration in Tourism Management program should have appropriate knowledge of Mathematics, English language in order to take English language courses. Applicants to the program should have already earned a high school diploma or equivalent.

4. Academic Standards

Bachelors degree requires 240 ECTS credits, 30 for each semester. The duration of the program is 4 academic years or 8 semesters. Academic year has two semesters Fall semester (September-December) and Spring Semester (February – May). Exam sessions are organized in January for Fall Semester and in June for Spring Semester. The programs usually start in Fall Semester, but for special cases it can start also from Spring Semester. Each semester consists of 17 weeks with auditorium classes (lectures, seminars and labs). Structure, content and other details of curriculum and grading norms for each subject are defined in course syllabuses. In ASUE grade is based on the weights of components distributed on total percentage of points.

5. Accommodation

Accommodation: ASUE can provide accommodation for additional 360.000 AMD for one year. For daily exchange rate please visit official web site of Central Bank of the Republic of Armenia: <http://www.cba.am/en/sitepages/default.aspx>